



## **MBA/MASTERS CONSULTING PROGRAM**

### **OVERVIEW**

#### **Background**

Connect to Success (C2S), sponsored by the U.S. Embassy and Luso-American Development Foundation (FLAD), aims to strengthen the Portuguese economy by supporting the growth of women owned businesses (WOBs). C2S is also a means of promoting gender equality.

C2S's MBA/Masters Consulting Program provides WOBs with an opportunity to get specific business challenges addressed by select teams of MBA and Masters Students. This program also provides the students an opportunity to apply their newly acquired business and problem solving skills to real projects; thereby, gaining practical experience, insight, and making them more valuable to the market place.

We are pleased to announce that Católica Lisbon School of Business and Economics, Nova School of Business and Economics, the University of Porto Business School, FEP - School of Economics and Management, and the Faculty of Economics of the University of Coimbra are offering C2S's MBA/Masters Consulting Program as an elective in the Fall Semester of 2016. There will be other opportunities for WOBs to participate in the Spring and Fall of 2017 Semesters.

#### **Who Can Apply?**

As with all C2S programs, WOBs must be at least 50% women-owned to participate. Before completing the application for the MBA Consulting Program, the WOB must register by sending the C2S registration form fully filled out with the requested information to [c2s@c2slisbon.com](mailto:c2s@c2slisbon.com). WOBs can find this registration form at <https://www.facebook.com/connecttosuccessportugal/>, by clicking the "Sign in" button.

The C2S MBA/Masters Consulting Program is tailored for WOBs who are interested in working with a consulting team, comprised of business school students, to help their businesses become more efficient, expand and grow. WOBs with the following needs represent some of the ideal candidates for the consulting initiative:

- Elaborating on a Business Plan;
- Financial or Data Analysis;
- Financial Management (*accounting, budgeting, investments, etc.*);
- Real Estate Planning and Analysis;
- Market Research and Strategy;

- Developing, or Elaborating on, a Marketing Plan
- Information Systems and Technology Applications;
- Financing/Fund Development Strategy
- Internationalization; and
- Human Resources, Talent Development & Management related issues.

If your business was selected for the C2S Corporate Mentoring Program of 2016, and/or the MBA/Masters Consulting Program Fall 2015 or Spring 2016, it will not be eligible for the 2016 Fall Semester's MBA / Masters Consulting Program.

### **General Framework**

For the students, the MBA/Masters Consulting Program is an intensive field based experience that lasts for one semester. Teams of two to five Masters or MBA students, based on a specific business problem identified by a WOB, prepare a formal scope of services to be provided followed by the timely implementation of an agreed upon work plan and deliverables. The specifics of the programing will vary by university.

### **Timeframe**

The MBA/Masters Consulting Program will launch for the Fall semester of 2016. The Program will begin in late September or October but specifics of the timing will vary by university.

### **Best Practices**

Students perform much of the work with frequent communication with the WOBs. The number of on-site or in person communications will depend on the project. To ensure that consulting teams and WOBs gain the maximum benefit from this program it is advised that:

- Prior to the start of the project, consulting team members sign a Nondisclosure and Confidentiality Agreement;
- WOBs are respectful of the fact that the student consulting teams are being graded on these projects and therefore that the WOBs provide timely responses to all consulting team requests;
- Students recognize that their suggestions and solutions are being relied on by real, not theoretical, businesses;
- The scope of purpose and expected outcome of the final deliverables are realistic in light of the allotted time frame and are detailed and agreed upon in writing by the WOB and the consulting team;
- A project leader from the WOB, is named as the primary point of contact;
- Students are provided access to all requested data and staff; and
- WOBs secure support by their leadership teams to integrate consulting team suggestions and solutions.



## **MBA/MASTERS CONSULTING PROGRAM**

### **APPLICATION PROCESS**

#### **Step One: Submit Application**

WOBs interested in applying for the C2S consulting program must complete the self-registration prior to applying to the Program by following the steps described on the 1<sup>st</sup> page of this application form. Once you have sent your registration to the C2S team, you can now submit the attached application, and any supporting documentation, to the C2S team at the following email: [c2s@c2slisbon.com](mailto:c2s@c2slisbon.com).

In order to be eligible your business needs to be 50% owned or managed by a woman/or women.

**Applications will open on July 5<sup>th</sup> and will not be accepted later than 11:59 PM on July 22, 2016.**

#### **Step Two: Application Review and Selection**

The Application and supporting documentation will be reviewed by the MBA/Masters Consulting Program's Executive Council, which will be composed of a representative from each of the participating universities, and from the Embassy. Projects will be selected by the Council and individual universities based on the strength of the WOBS' applications and supporting documentation, the student expertise and interests, as well as the total number of consulting teams available from each university for the semester.

Please note, the process will be competitive, and limited to the number of student groups available to provide consulting teams.

#### **Step Three: Announcement of WOBS Selected for the Fall Semester MBA/Masters Consulting Program**

Selected WOBS will be notified on **September 6<sup>th</sup>** through an email and a call from the C2S team. All Finalists will be invited for a Reception at the Official Residence, **on September 8<sup>th</sup>**, where the public announcement of the selected WOBS will be made. Selected WOBS will also need to be present for the Orientation meeting preceding the Reception.

At a later date, selected WOBS will be announced on the C2S Facebook page: [www.facebook.com/connecttosuccessportugal](https://www.facebook.com/connecttosuccessportugal).



**MBA / MASTERS CONSULTING PROGRAM APPLICATION  
FALL SEMESTER 2016**

**Applications will open on July 5<sup>th</sup>, and will not be accepted later than 11:59 PM  
on July 22, 2016.**

<b>Section One: Background Information</b>	
Business Name:	Type of Business: (i.e. health care, technology, etc.)
The Business Must be 50% or More Women Owned to Apply. Is the Business 50% or More Women Owned?	The Business must be registered with Connect to Success to apply. Is your business already registered with C2S?
Current number of full time employees:	Current number of part-time employees:
Revenue for 2015:	Current revenue for 2016: Expected revenue for 2016:
Number of years in business:	
Did your Business previously participate in any of C2S's Corporate Mentoring Programs? If so, what year?	
Did your Business previously participate in any of C2S's former MBA/Masters Consulting Programs? If so, what semester?	
Address:	
Business Phone:	Business Website ( Please indicate "None" if the business does not have a website):
Chief Executive Officer's name:	
Primary contact person's name and title:	
<b><i>Note: This person will need to be available for the duration of the project, which will range from September to January depending on the individual university's schedules.</i></b>	
Note: If your business was selected for the C2S Corporate Mentoring Program of 2016, and/or the MBA/Masters Consulting Program Fall 2015 or Spring 2016, it will not be eligible for the 2016 Fall Semester's edition.	

**Section Two: Please Respond to the Following Questions.**

***If writing your response in English would not permit you to provide your best and most complete response we encourage you to answer in Portuguese.***

1. Describe the Business's mission and primary activities :
2. Please attach a business plan, if the business has one. Please also attach any other collateral materials (i.e. marketing, financials, etc.) that could support the selection of your businesses into the MBA / Masters Consulting Program.

***Please check this box with an "X" if you attached any files to this application form***

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3. Please place an "X" in the space provided next to the functional area in which your business seeks assistance through the MBA / Masters Consulting Program:

Business Planning	_____
Operations	_____
Marketing	_____
Financing/Fund Development Strategy	_____
Information Technology	_____
Data Analysis	_____
Financial Analysis	_____
Financial Management	_____
Human Resources	_____
Real Estate	_____
Internationalization	_____
Professional Services	_____
Other	_____

Please summarize the services/products that the Business provides in five or less sentences.

4. Describe the specific problem, challenge or opportunity, in great detail, that you would like a Consulting Team, composed of MBA students or Masters students to help you address in the Fall semester of 2016. The specific problem, challenge or opportunity must be able to be addressed in the span of one semester. Please also provide appropriate background.

5. Please describe any steps that the Business has already taken if any (previous reports, consultant work, meetings, etc.) to address the specific problem, challenge or opportunity that the Business seeks to have a student consulting group solve.
6. Which individuals in the Business will be working with the consulting team on this project, and what are their responsibilities within the business?
7. What percentage of the work do you anticipate can be performed off site from the Business? On-site?
8. What specific deliverables do you expect to receive at the end of the semester from this project to have considered it a success? (i.e. written analysis, PowerPoint presentation, research documents, process flow analysis, budget template, individual donor plan, presentation to specific audience, etc.)
9. When it comes to the English language, do you feel comfortable being matched to a consultant group that does not speak Portuguese?
- YES ☐ NO ☐
10. Do you give your permission for any photographs that may be taken of you, at C2S events you participate in, to be shared on Social media?
- YES ☐ NO ☐
11. Do you give your permission for the C2S team to use any positive feedback you might share with us on your participation in the program, in marketing materials or speeches?
- YES ☐ NO ☐

***Submit the attached application, and any supporting documentation, to the C2S team at the following email: [c2s@c2slisbon.com](mailto:c2s@c2slisbon.com).***